

Message Text

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51

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 W

----- 122631

P 051605Z NOV 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 361

INFO AMCONGEN BARCELONA

AMCONSUL BILBAO

UNCLAS SECTION 1 OF 2 MADRID 6915

E.O. 11652: N/A

TAGS: BEXP, BFOL, SP

SUBJ: FY 75 COUNTRY COMMERCIAL PROGRAM (CCCP) INTERIM
REPORT

REF: STATE 196172

1. FOLLOWING IS FIRST TRIMESTER PROGRESS REPORT ON FY
75 CCP FOR SPAIN:
A. CAMPAIGN ONE:

1. MISSION UNDERTOOK REQUIRED NUMBER OF BLUE RIBBON
CALLS, HAD PRESS RELEASE ISSUED TO OVER 1100 SPANISH
TRADE ASSOCIATIONS, TRADE JOURNALS, GOVERNMENT OFFICES,
LEADING END USERS AND POTENTIAL AGENTS/DISTRIBUTORS,
ETC., AND UNDERTOOK A DIRECT MAIL CAMPAIGN TO 125 KEY
PROSPECT ORGANIZATIONS ON BEHALF OF THE OCTOBER 8-11
BIOMEDICAL EQUIPMENT EXHIBITION HELD AT THE U.S. TRADE
CENTER, PARIS. THE CAMPAIGN MANAGER WHO WAS IN PARIS
FOR ONE DAY DURING THE SHOW IN CONNECTION WITH PANEL
PREPARATION FOR THE COMMERCIAL OFFICERS CONFERENCE TO BE
HELD LATER IN THE MONTH AT ROME ASCERTAINED FROM THE PTC
STAFF THAT SPANISH BUSINESSMEN CONTACTED BY MADRID WERE
VISITING THE PTC SHOW. NO RESULTS OF THESE VISITS HAVE
YET BEEN RECEIVED HERE.

2. MADRID AND BARCELONA HAVE SUBMITTED 14 TOPS COVERING
50 SICNUMBERS.

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3. A. TWO ADS HAVE BEEN PROCESSED THUS FAR AND A TOTAL OF 9 INTERESTED SPANISH FIRMS WERE REPORTED TO THE DEPARTMENT.

B. THE EMBASSY FULLY PROGRAMMED MR. DAVID PURDY, PRESIDENT, CORATOMIC INC., INDIANA, PENNSYLVANIA (SEE MADRID 4607) WHO SPENT WEEK OF JULY 15 IN MADRID TO EXPLORE MARKET FOR HIS FIRMS NUCLEAR PACEMAKER. AS REPORTED, PURDY ESTIMATED FIRST YEAR SPANISH MARKET AT SOME 120 PACEMAKERS (OVER \$5000 EACH) TO BE FOLLOWED UP BY APPOINTMENT SPANISH REP. NO FOLLOW-UP REPORT, AS REQUESTED, YET RECEIVED FROM COMMERCE.

4. MISSION UNDERTOOK PRESS RELEASE, DIRECT CALL CAMPAIGN AND MAIL CAMPAIGN ON BEHALF AUGUST AMERICAN HEALTH CONGRESS HELD AT CHICAGO. NO REGISTRATION OF SPANISH VISITORS RECEIVED AS YET FROM SHOW ORGANIZERS OR COMMERCE.

B. CAMPAIGN TWO:

1. WHEN INFORMATION RECEIVED FROM PARIS TC AND MILAN TC FOR NOVEMBER AND JUNE COMPUTER EQUIPMENT SHOWS, RESPECTIVELY, MISSION WILL UNDERTAKE PERSONAL CALL, DIRECT MAIL AND PRESS CAMPAIGNS TO PROMOTE SPANISH ATTENDANCE BOTH SHOWS.

2. TO DATE NOT TOPS HAVE BEEN PROCESSED FOR THIS CAMPAIGN.

3. NO ADS REQUESTS HAVE BEEN RECEIVED FOR THIS CAMPAIGN TO DATE.

4. THE MISSION IS EXPLORING AT LEAST ONE MAJOR PRODUCT TRADE OPPORTUNITY TO ASCERTAIN WHETHER US EXPORT POTENTIAL EXISTS.

5. THE EMBASSY UNDERTOOK A PRESS AND DIRECT MAIL CAMPAIGN IN THE FOREIGN BUYERS PROGRAM FOR WESCON HELD IN SEPTEMBER AT LOS ANGELES. WE ALSO DID DIRECT MAIL AND PRESS CAMPAIGNS ON BEHALF OF USTC LONDON AND MILAN EXHIBITIONS FEATURING DATA TRANSMISSION EQUIPMENT (OCT 21-25) AND INDUSTRIAL PROCESS CONTROLS (NOV 13-19), RESPECTIVELY. WE WILL UNDERTAKE FULL CAMPAIGN RE FOREIGN BUYERS PROGRAM FOR 1975 NATIONAL COMPUTER CONFERENCE AND EXPOSITION TO BE HELD NEXT MAY IN ANAHEIM, CAL.

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C. CAMPAIGN THREE:

1. AS SOON AS SHOW INFORMATION RECEIVED, MISSION WILL UNDERTAKE KEY CALLS, DIRECT MAILINGS AND PRESS CAMPAIGN FOR FRANKFURT TC MATERIALS HANDLING EQUIPMENT EXHIBITION, DECEMBER.

2. ONE TOP HAS BEEN SUBMITTED TO DATE.

3. ONE ADS HAS BEEN PROCESSED THUS FAR AND FIVE INTERESTED LOCAL FIRMS WERE REPORTED, WE WILL UNDERTAKE FULL CAMPAIGN TO GENERATE SPANISH TRADE VISITORS WHEN MATERIALS RECEIVED FOR NATIONAL PLANT ENGINEERING MAINTENANCE SHOW TO BE HELD NEXT MAY IN CHICAGO.

4. NO JOINT VENTURE HAS AS YET BEEN REPORTED ON FOR THIS CAMPAIGN.

D. CAMPAIGN FOUR:

1. INITIAL CONTACT HAS BEEN MADE WITH THE MADRID CHAMBER OF COMMERCE AND WITH THE SPANISH ASSOCIATION OF ELECTRONIC MANUFACTURERS IN PREPARATION FOR THE FORTHCOMING ELECTRONIC COMPONENTS AND PRODUCTION EQUIPMENT TRADE MISSION.

2. NO ACTION YET AS MISSION IS AWAITING SHOW INFORMATION FROM PARIS TC AND MILAN TC RE THREE EXHIBITIONS.

3. EIGHT TOPS HAVE BEEN SUBMITTED THUS FAR COVERING 45 SIC NUMBERS.

4. A. TWO ADS HAVE BEEN PROCESSED WITH FOUR LOCAL INTERESTED FIRMS HAVING BEEN REPORTED. PRESS AND DIRECT MAIL CAMPAIGN RE FOREIGN BUYERS PROGRAM WAS UNDERTAKEN FOR WESCON HELD IN LOS ANGELES IN SEPTEMBER.

B. CAMPAIGN MANAGER ASSISTED ALBERT FRIEDMAN, PLANTRONICS INC. REGIONAL REPRESENTATIVE, APPOINT NEW DISTRIBUTOR IN SPAIN. EXPECTS FIRST YEAR SALES OF TELECOMMUNICATIONS EQUIPMENT TO EXCEED \$250,000.

5. NO MAJOR JOINT VENTURES HAVE BEEN IDENTIFIED AS YET.

6. CERP ELECTRONICS REPORT HAS BEEN SUBMITTED.
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E. CAMPAIGN FIVE:

1. AS NO MATERIALS WERE RECEIVED FROM SHOW ORGANIZERS, EMBASSY DID PRESS AND LIMITED DIRECT CONTACT CAMPAIGN ON BEHALF INTERNATIONAL MACHINE TOOL SHOW HELD IN CHICAGO, SEPT 4-13. STATE OF ILLINOIS OFFICE IN BRUSSELS PROVIDED SMALL SUPPLY OF SHOW BROCHURES.

2. TWO TOPS WERE SUBMITTED COVERING FOUR SIC NUMBERS.

3. MAJOR PRODUCT OPPORTUNITY STILL TO BE IDENTIFIED AND REPORTED ON.

4. FOUR ADS HAVE BEEN PROCESSED WITH THIRTEEN INTERESTED LOCAL FIRMS REPORTED.

5. NEW ACTIVITY: WE WILL PROVIDE ALL NECESSARY SUPPORT FOR THE TECHNICAL SALES SEMINAR ON MFE PLANNED FOR JUNE 1975. SITE AND DATES UNDER DISCUSSION WITH COMMERCE. ESTIMATE \$1.5 MILLION IN SALES AND FIVE NTM FIRMS INTRODUCED.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-06 RSC-01 /020 W

----- 122113

P 051605Z NOV 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 362

INFO AMCONGEN BARCELONA

AMCONGEN BILBAO

UNCLAS SECTION 2 OF 2 MADRID 6915

F. CAMPAIGN SIX:

1. FOLLOWING UP ON LETTER OF INTENT CONCLUDED WITH LEADING CHAIN STORE, GALERIAS PRECIADOS S.A., EMBASSY IS IN PROCESS CONCLUDING CONTRACT WITH CHAIN STORE FOR PERIOD FEB-MARCH 1975.

2. DIRECT CALL, MAILINGS AND PRESS CAMPAIGNS HAVE BEEN UNDERTAKEN TO INTEREST SPANISH BUYERS AND AGENTS/DISTRIBUTORS TO VISIT NATIONAL HOUSEWARES EXPOSITION, CHICAGO, JAN 13-17, 1975. EMBASSY ALSO UNDERTOOK SIMILAR CAMPAIGN FOR NATIONAL HARDWARE SHOW, NYC, AUGUST 26-29. SIMILARLY, A COMPREHENSIVE CAMPAIGN WAS UNDERTAKEN TO INTEREST SPANISH CONTACTS TO VISIT US READY TO WEAR EXHIBITION, PARIS, OCTOBER 19-24. PARIS TELEGRAM 25470 LISTS SPAIN AS ONE OF COUNTRIES FOR WHICH US EXHIBITORS REPORTED SALES AND/OR AGENT CONTACTS.

3. SIX TOPS HAVE BEEN SUBMITTED TO DATE COVERING NINETEEN SIC NUMBERS.

4. THREE ADS HAVE BEEN PROCESSED THUS FAR WITH TEN LOCAL INTERESTED FIRMS REPORTED.

G. CAMPAIGN SEVEN:

1. CAMPAIGN MANAGER HAS SUBMITTED MARKET INFORMATION REQUEST WHICH IS BEING USED TO RECRUIT MEMBERS OF CITRUS TRADE MISSION. HE ALSO HAS VISITED VALENCIA TO LOOK AT POSSIBLE FACILITIES FOR THE MISSION'S USE.

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2. THREE TOPS HAVE BEEN SUBMITTED COVERING NINE SIC NUMBERS.

3. ONE ADS HAS BEEN PROCESSED WITH FIVE INTERESTED LOCAL FIRMS REPORTED.

4. GLOBAL MARKET RESEARCH SUBMITTED AND ACCEPTED BY COMMERCE.

5. THE FOOD PROCESSING AND PRESERVATION SHOW IN MURCIA WAS VISITED BY THE COMMERCIAL ATTACHE TO OBTAIN FIRST-HAND IMPRESSIONS FOR POSSIBLE FUTURE USG PARTICIPATION.
H. CAMPAIGN EIGHT:

1. NO ACTION AS YET SINCE THE BARCELONA AUTOMOTIVE SALON WILL TAKE PLACE ONLY IN APRIL 1975. A DEPOSIT RESERVING THE SPACE FOR THE US EXHIBITION HAS BEEN MADE WITH THE FAIR AUTHORITIES.

2. TWO TOPS HAVE BEEN SUBMITTED THUS FAR COVERING TWO SIC NUMBERS.

3. ONE ADDS HAS BEEN PROCESSED WITH FIVE INTERESTED LOCAL FIRMS REPORTED.

4. THE CERP REPORTS ON THE AUTOMOTIVE INDUSTRY HAVE BEEN SUBMITTED TO WASHINGTON.

I. CAMPAIGN NINE:

1. THE EMBASSY ASSISTED PHILCO-FORD IN OVERCOMING GOVERNMENT OBSTACLES TO THE US FIRM'S EFFORTS TO CONSUMMATE A MULTI-MILLION DOLLAR AIR DEFENSE EQUIPMENT SALE TO THE SPANISH MILITARY.

2. DOW CHEMICAL IS STILL AWAITING GOS APPROVAL FOR ITS PROPOSED MULTI-MILLION PROJECT AT HUELVA.

3. GM IS STILL WORKING ON ITS PROPOSED SPANISH OPERATION. GM EXECUTIVES CONTINUE TO CALL ON THE EMBASSY REGARDING THIS PROJECT.

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2. IT IS POINTED OUT THAT THE FOREGOING RESULTS WERE
ACHIEVED DESPITE THE RELATIVELY SLOW MONTHS OF JULY AND
ESPECIALLY AUGUST WHEN SPANISH BUSINESS ACTIVITY IS AT
ITS NADIR.
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